

Organised by



# The 3rd Annual Middle East & North Africa Spectrum Management Conference

The meeting point for the MENA spectrum community!



## Sponsorship and Exhibition Prospectus

24 - 25 January 2017 / Dubai . UAE

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[www.forum-global.com](http://www.forum-global.com)

[www.mena-spectrum.com](http://www.mena-spectrum.com)

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## About the Event

Taking place with the support of The Arab Spectrum Management Group (ASMG) and ITU and co-located with the upcoming GCC meeting in Dubai, the Middle East and North Africa Spectrum Management Conference offers an unrivalled opportunity to join the top experts from across MENA and beyond for discussions on all the key spectrum management issues for the region in an interactive environment.

Now in its 3rd year, it is already becoming established as a major meeting point for stakeholders from the MENA and global spectrum communities for an interactive discussion on the key issues surrounding spectrum management policy in the region.

And along with the other regional spectrum conferences that form the Global Spectrum Series ([www.spectrum-series.com](http://www.spectrum-series.com)), this does not simply offer a stand alone, one off marketing opportunity, but provides the chance to become involved on a regular basis in a pivotal and talked about industry event.

Should you be interested in also exploring involvement in our Spectrum Management Conferences in any of the following regions, then please contact us and we would be delighted to put a package together.

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***PLEASE NOTE:** The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.*

*If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.*

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# The 3rd Annual Middle East & North Africa Spectrum Management Conference

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## Sponsorship Packages

Prices listed do not include VAT

The list of packages described below is by no means exhaustive and is meant only as a guide to the possible sponsorship opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

Benefits	Platinum	Gold	Silver
Exclusive speaking position for company representative <i>(subject to suitability of programme)</i> .	✓		
2 places at pre-conference speaker and VIP dinner debate <i>(including speaker)</i>	✓		
Corporate identity on conference website with link to company website	✓	✓	✓
Recognition as sponsor <i>(at selected level)</i> in marketing emails and press releases	✓	✓	✓
Inclusion of company materials in delegate bags	✓	✓	✓
Branding on main stage	Priority Branding	✓	✓
Exhibition Space in refreshments / networking area	Prime Location	✓	✓
Advert in delegate handout	Full Page	Half Page	
Complimentary delegate places	5	3	1
<b>Cost</b>	<b>\$12,000</b>	<b>\$8,000</b>	<b>\$6,000</b>

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## Catering Packages

Prices listed do not include VAT

### Exclusive Sponsorship of VIP & Speaker Dinner

\$7,500

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary delegate places

### Exclusive Sponsorship of Lunch Salon

\$6,000

- Corporate identity displayed as lunch sponsor in main dining room and refreshment area
- A private room made available with space for up to 20 people to enjoy a seated lunch, which if required, can also be set up with a projector and screen etc.
- The opportunity to invite a selection of delegates and speakers who are attending the main conference to join as your guests
- Forum Europe will assist with the marketing of the lunch salon by ensuring that it is mentioned on the event website and emails that are sent to registered delegates
- Contact details of the delegates to be targeted will be provided to company sponsor to allow for their invitation. Forum Europe is also happy to send the initial invitations

### Exclusive Sponsorship of Cocktail Reception

\$4,500

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

### Exclusive Sponsorship of Refreshments (3 per day)

\$3,500

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme and website.

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## Product Opportunities

**Prices listed do not include VAT**

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Global. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



### **Sponsored Lanyards**

**\$1250 + cost of production**

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



### **Insert in Delegate Packs**

**\$500**

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.



### **Conference Badges**

**\$1200**

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.

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## Product Opportunities

Prices listed do not include VAT

### Exclusive Sponsorship of Interactive Voting System

\$2,500

Our Interactive Voting System enables delegates to provide a live response to questions posed by the chair and see the real-time results in a variety of formats on the screens. This package offers your organisation the opportunity to become associated with this part of the conference format.

- Your company logo displayed at the beginning of the Interactive Voting sessions, which will take place at various stages throughout the event
- Company logo on conference website with link to company website
- Your company logo displayed in the bottom corner of all pages containing both questions and results
- Inclusion of a pdf containing company information with the summary of results that are sent out to all delegates immediately following the event



The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact **Lula Howard**.

We look forward to discussing the positive and high value promotion of your organisation.

#### **Forum Global**

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## Exhibit at MENA Spectrum Management

Stand Size: 2.5m x 3m

\$1,500



Be recognised as an important sector leader with an exclusive exhibition space during the 2017 MENA Spectrum Management Conference.

### **This 2 day conference will offer exhibiting organisations the opportunity to:**

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

### **As part of the exhibitor's package, you will receive:**

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website ([www.mena-spectrum.com](http://www.mena-spectrum.com)) along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

### **Exhibition details:**

All stand areas are sized at 2.5m x 3m and the ceiling height in the room is 3.5m. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately 1.8m x 1m included in the price.

Exhibitors are invited to prepare their stand between 14.00 and 17.00 the day before the conference.

You will then be contacted to confirm your reservation.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.

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## Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor  Gold Sponsor  Silver Sponsor  Interactive Voting System

I am interested in the following Catering Packages (please tick box):

Cocktail Reception  Lunch Salon  VIP & Speaker Dinner  Refreshments

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards  Insert in Delegate Packs  Conference Badges

### 24 - 25 January 2017 / Dubai . UAE

Company:

Address:

Name of contact:

Contact Tel. Number:  Contact Email:

Signature:  Date:

### Please Faxback to +44 (0) 2920 020 432

Please contact Lula Howard to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 026 . Fax: +44 (0) 2920 020 432 . Email: [lula.howard@forum-global.com](mailto:lula.howard@forum-global.com)

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## Exhibition Space Reservation Form

**Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation**

Organisation Name:			
Contact Person:			
Address:			
	City:		
Postcode:		Country:	
Tel:	Fax:	Email:	

Description of organisation for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

**(max 50 words):**

Please select the number and size of stand space below.

**If you have any queries over this, please contact Lula Howard on +44 (0) 2920 783 026.**

I would like to reserve (please indicate number)  large exhibition spaces (2.5m x 3.0m) @ €1500 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 for a full page advert in the main conference brochure.

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number)  delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Europe will contact you shortly to take the details of delegates.

### Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Global. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

### Cancellation Policy

Cancellations must be made in writing.

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a \$150 administration charge. However, there will be no refund for cancellations received after this date. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The MENA Spectrum Management Conference, 24th & 25th January 2017, Dubai, UAE and accepts the terms and conditions stated above.

<b>Signature</b>	<input type="text"/>	<b>Date</b>	<input type="text"/>
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